

FIG. 1

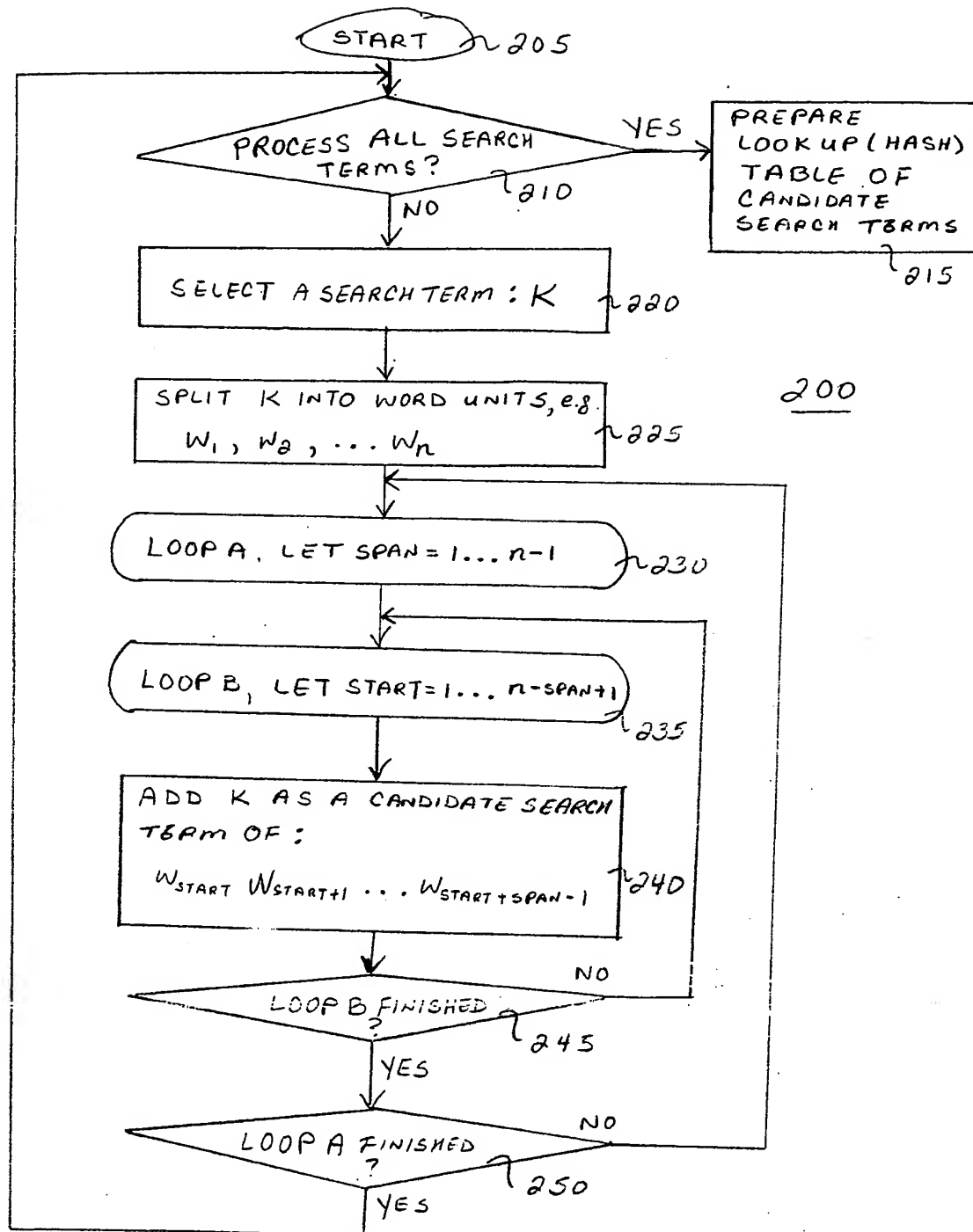


FIG. 2

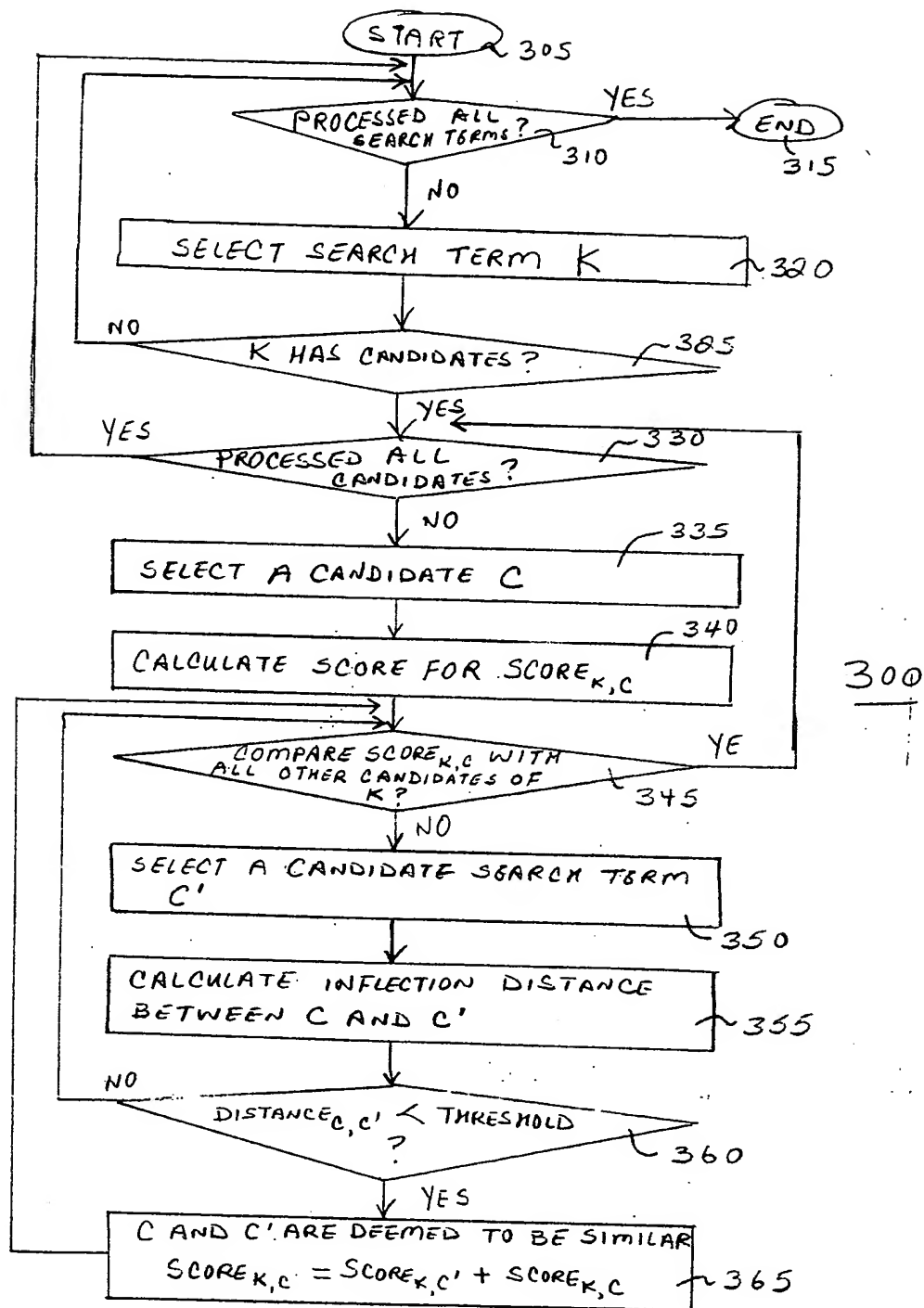
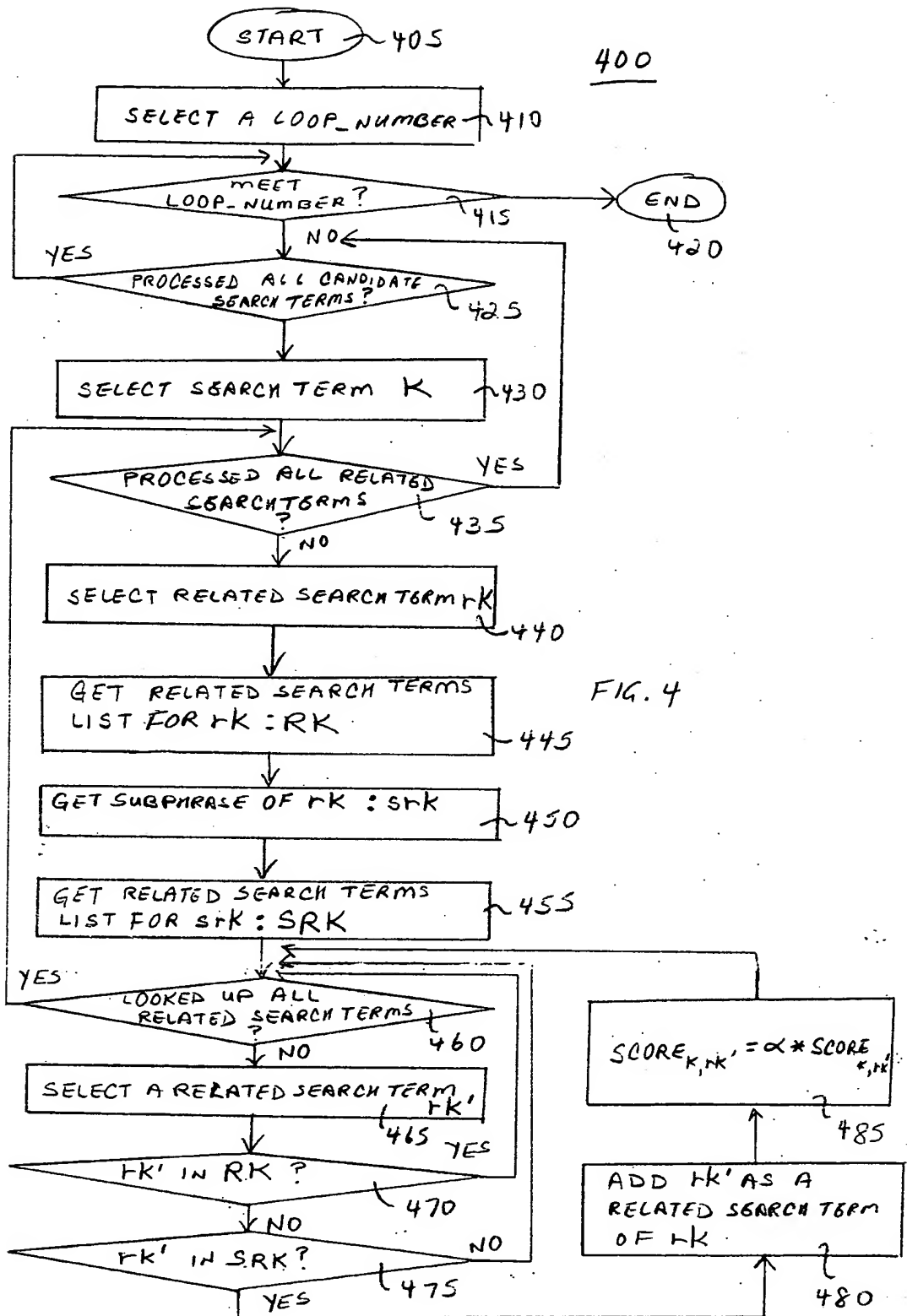


FIG. 3



500

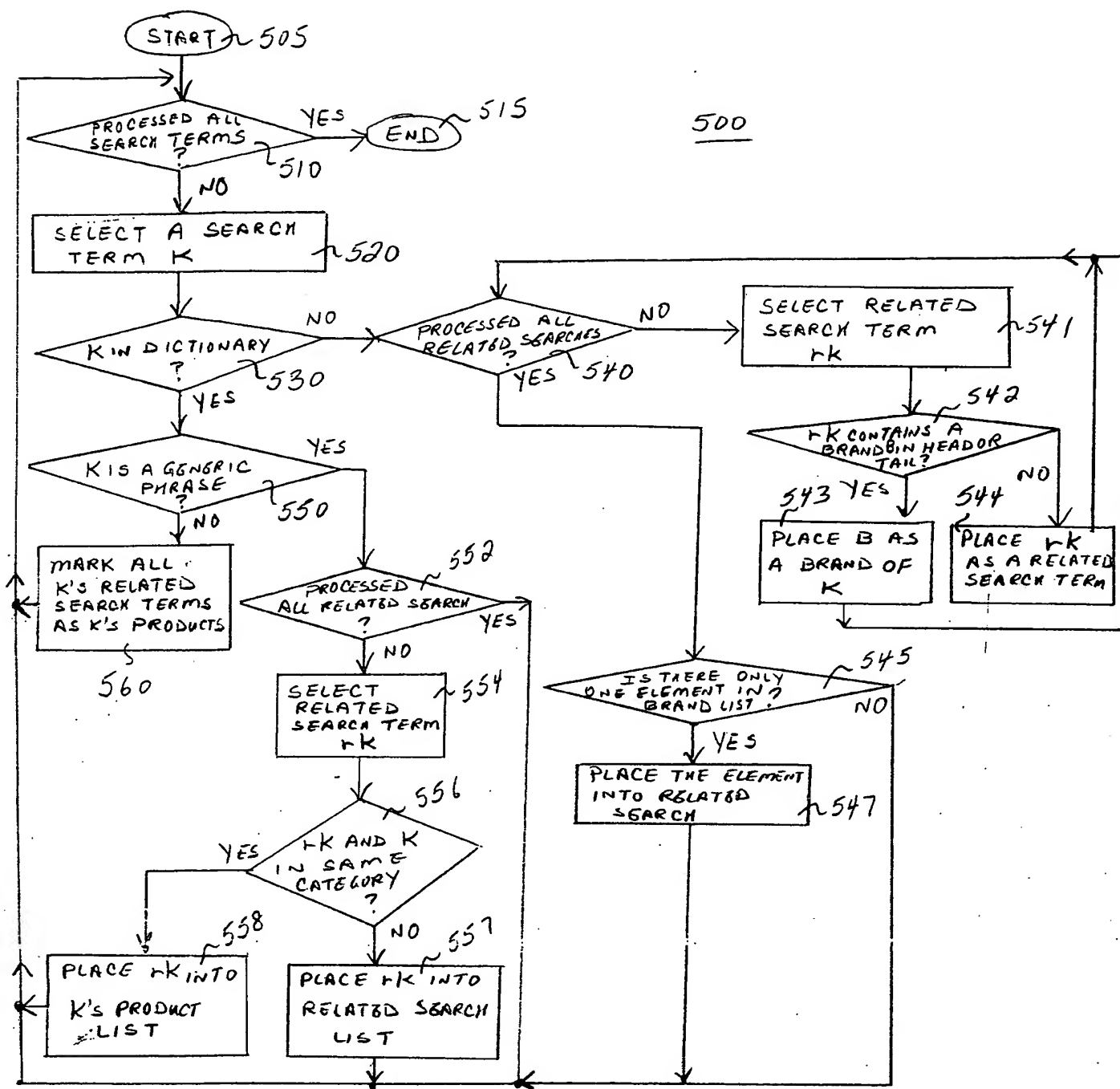


FIG. 5

Examples (Screen Shots)

The screenshot shows a Microsoft Internet Explorer window titled "Search Results - Yahoo! Shopping - Microsoft Internet Explorer provided by Yahoo!". The address bar displays "http://search.shopping.yahoo.com/search/d?n=shoes". The page features the "YAHOO! SHOPPING" logo and a welcome message for user "jdeng1". A search bar shows "shoes" entered, with a "Search" button and a "View Cart" link. Below the search bar, there's a banner for "boot shop" with the text "fall for boots all over again" and a "Shop Now" button. The "Refine Your Results for 'Shoes'" section includes links for "By Brand" (Nike, Adidas, Vans, Diesel, Puma, Converse, Gucci, Reebok) and "By Related Searches" (DC shoes, basketball shoes, golf shoes, jordan shoes, platform shoes). The "Featured Stores" section lists Zappos.com, Payless, Oakley.com, Spiegel, Macy's, and NORDSTROM.com. A sidebar on the right promotes a "Now on Yahoo! Shopping" offer for a Palm Zire handheld. The bottom of the page includes a "FREE Messenger Bag" promotion and an "Internet" logo.

610 — Search for shoes in All of Shopping Search

620 — By Brand: Nike, Adidas, Vans, Diesel, Puma, Converse, Gucci, Reebok

630 — By Related Searches: DC shoes, basketball shoes, golf shoes, jordan shoes, platform shoes

640 — Featured Stores

- Zappos.com: Free shipping and free returns on 150 shoe brands
- Payless: Buy One, Get One 1/2 OFF at Payless.com!
- Oakley.com: Oakley.com: Where the product of science is art.
- Spiegel: Shop Spiegel.com for contemporary fashion and home décor.
- Macy's: Shop our selection of women's shoes at Macy's.
- NORDSTROM.com: Shop a wide selection of shoes from top-name brands.

See all stores matching name or description of "shoes"

Now on Yahoo! Shopping

Buy a Palm "Zire" handheld today and get a FREE Zire Messenger Bag.

FREE Messenger Bag

600

FIG. 6

FIG. 7

Search Results - Yahoo! Shopping - Microsoft Internet Explorer provided by Yahoo!

Welcome, jdeng1
[Sign Out, Account Info] Shopping Home - Yahoo! - Help

Search Results

710 Search for gucci in All of Shopping Search

Refine Your Results for "Gucci"

720 Products: handbags, bag, sunglasses, watch, shoes, wallet, purse, envy

Featured Stores

- Ashford.com: Save up to 60% on brand name luxury items
- Sephora: Shop for the best makeup, skincare, fragrances and more
- See all stores matching name or description of "gucci"

Featured Results

730

Gucci Rush 2
A sensual combination of narcissus, rose, oakmoss and musk that's insidiously inviting and ...
See all items (5) from Sephora.com

Gucci Ladies' Watch
Gucci ladies' watch is from the Gucci 8905 Series watch series for ladies from ...
See all items (64) from Ashford.com

Now on Yahoo! Shopping

GODIVA
Free Gift with Purchase at Godiva.com

Now on Yahoo! Shopping

Search Results - Yahoo! Shopping - Microsoft Internet Explorer provided by Yahoo!

Welcome, jdeng1
[Sign Out, Account Info] Shopping Home - Yahoo! - Help

Search Results

810 Search for watch in All of Shopping Search

Refine Your Results for "Watch"

820 By Brand: Gucci, omega, Casio, Rolex, Coach, Swiss Army, Nike, Fossil

830 By Related Searches: pocket watch, mens watch, sports watch, men's watch, digital watch

Featured Stores

- Ashford.com: Save up to 60% on brand name luxury items
- Ice.com: Classic Bulova Watches - Free gift boxing!
- Oakley.com: Oakley.com: Where the product of science is art.
- Blue Nile: Name-brand watches, free shipping & 30-day returns
- WorldofWatches.com: Save up to 60% on the world's most popular brand name watches
- Fossil: Shop our wide selection of men's and women's watches.
- See all stores matching name or description of "watch"

Featured Results

840

Fossil Watch Pocket Watches -
This pocketwatch features a black dial with easy read ...
\$85.00

Now on Yahoo! Shopping

GODIVA
Free Gift with Purchase at Godiva.com

Now on Yahoo! Shopping

shop now !!

(1 item remaining) Downloading picture http://us.f1.yahoo.com/shopping/392964/coach2_t_bwl45,15078,101299760,150,150,70,70,j

FIG. 8